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Patent
258/271

jc976 U.S. PTO
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jc966 U.S. PTO

To: Commissioner for Patents
Box Patent Application
Washington, D.C. 20231

NEW APPLICATION TRANSMITTAL - UTILITY

Sir:

Transmitted herewith for filing is a **utility** patent application:

Inventor(s): Scott D. Leapman, Paige L. Gray, Melissa Hess

Title: SYSTEM AND METHOD FOR TARGETED ADVERTISING

I. PAPERS ENCLOSED HEREWITH FOR FILING UNDER 37 CFR § 1.53(b):

- 11 Page(s) of Written Description
- 7 Page(s) Claims
- 1 Page(s) Abstract
- 5 Sheets of Drawings ☐ Informal ☒ Formal

II. ADDITIONAL PAPERS ENCLOSED IN CONNECTION WITH THIS FILING:

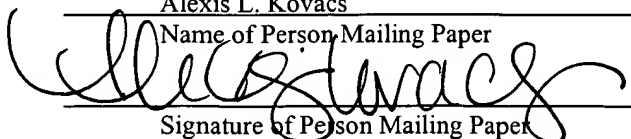
- ☒ Declaration
- ☒ Power of Attorney ☒ Separate ☐ Combined with Declaration
- ☒ Assignment to Gateway, Inc. and assignment cover sheet
- ☐ Certified Copy of Priority Document No(s):
- ☐ Information Disclosure Statement w/PTO 1449 ☐ Copy of Citations
- ☐ Preliminary Amendment
- ☐ Request and Certification under 35 U.S.C. § 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35
- ☒ Two Return Postcards
- ☐ Other:

CERTIFICATE OF MAILING
(37 C.F.R. §1.10)

I hereby certify that I have a reasonable basis to expect that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231.

EL476728792US
Express Mail Label No.

December 29, 2000
Date of Deposit

Alexis L. Kovacs
Name of Person Mailing Paper

Signature of Person Mailing Paper

09751801 122900

III. THE FILING FEE HAS BEEN CALCULATED AS SHOWN BELOW:

☐ Applicant claims small entity status pursuant to 37 CFR § 1.27

| BASIC FILING FEE: | | | | | | \$710.00 |
|---|-------|-----------------|----|---|--------------------------|------------|
| Total Claims | 37 | - | 20 | = | 17 x \$18.00 | \$306.00 |
| Independent Claims | 5 | - | 3 | = | 2 x \$80.00 | \$160.00 |
| Multiple Dependent Claims | \$270 | (if applicable) | | | <input type="checkbox"/> | \$0.00 |
| TOTAL OF ABOVE CALCULATIONS | | | | | | \$1,176.00 |
| Reduction by ½ for Filing by Small Entity, if applicable, as asserted above. Note 37 CFR §§ 1.9, 1.27, 1.28. | | | | | | \$0.00 |
| Misc. Filing Fees (Recordation of Assignment -- \$40) | | | | | | \$40.00 |
| TOTAL FEES DUE HERewith | | | | | | \$1,216.00 |

IV. METHOD OF PAYMENT OF FEES

- ☐ A check in the amount of ____.
- ☒ Charge Gateway, Inc.'s Deposit Account No. **50-0439** in the amount of **\$1,216.00**.
- ☐ This application is being filed without fee or Declaration under 37 CFR § 1.53.

V. AUTHORIZATION TO CHARGE FEES

The Commissioner is authorized to credit any overpayment and to charge any underpayment to Lyon & Lyon's Deposit Account No. **12-2475** for the following:

- ☒ 37 CFR § 1.16 – (Filing fees and excess claims fees)
- ☒ 37 CFR § 1.17 – (Any application processing fees)
- ☒ 37 CFR § 1.21 – (Assignment recording fees)

VI. CORRESPONDENCE ADDRESS

Please send all correspondence to Customer Number 22249:



22249

PATENT TRADEMARK OFFICE

LYON & LYON LLP
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Los Angeles, CA 90071
(213) 489-1600

Please direct all inquiries to Ivan Posey, at the above customer number.

Respectfully submitted,

LYON & LYON LLP

Dated: December 29, 2000

By: _____

Ivan Posey
Reg. No. 43,865